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## ABSTRACT OF THE DISCLOSURE

A controller displays on a display unit an image corresponding to an input image signal and an operation menu having a plurality of menu portions at different hierarchical levels each including one or more menu items, the operation menu relating to processing of the image signal. An operating unit is provided which includes selecting keys for selecting one of the items in the operation menu displayed on the display unit, and which includes a plurality of function keys. A function corresponding to one of the items in the operation menu selected by the operating unit is assigned to one of the plurality of function keys. response to the operation of the function key, the processing relating to the image signal is controlled so as to execute the function assigned to the function key.